

## USING PAGE-VIEW DATA TO PROJECT DEMAND FOR AN ITEM

### ABSTRACT OF THE DISCLOSURE

A facility for projecting future purchasing activity for a selected item being offered for sale by a merchant is described. The facility retrieves data indicating, during each plurality of past times, an observed level of browsing activity performed at the merchant with respect to the selected item. The facility transforms the retrieved data into a projection of future purchasing activity at the merchant for the selected item.